







The Future of Golf Practice & E-Commerce


- Investment Opportunity



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Golf Training Redefined: Embracing the Past with Futuristic Tools.

The Ultimate Divot Simulator—FairwayPro's innovative design replicates the natural interaction of turf, enhancing club and simulator performance for consistent training, precise ball shaping, and authentic green-stopping backspin.



Here's a brief history of hitting mats and the new and expanded release of our ultimate divot simulator technology.

In the early days of golf, legends like Lee Trevino openly criticized the impact of range mats on the game, lamenting, *"Range mats have ruined the game of golf."*

This early sentiment echoed among golf greats Palmer, Nicklaus, and Player, who mastered their skills on lush greens—a luxury now scarce in bustling urban landscapes.

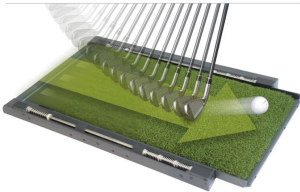
As golf equipment progressed and evolved, hitting mats remained static until our forward-sliding turf divot simulator was introduced.

The key to our innovative design is the turf's ability to slide forward during the critical moment of ball contact, mimicking the natural give of real grass. This dynamic feature allows golfers to experience a more authentic practice session and enhances their overall performance on the course.

Today's top golfers train on simulators. Simulator makers and resellers benefit by including the FairwayPro Ultimate Divot Simulator in their offering.

SIMULATING THE FAIRWAY

Practice the way you play, the FairwayPro way.



As golf embraces the digital era, simulators have revolutionized practice with AI-driven analytics, VR immersion, and real-time feedback.

FairwayPro advances this evolution with a mechanical innovation: a reactive turf surface that mirrors the reaction of real grass. Unlike traditional static mats, FairwayPro's dynamic sliding tray responds naturally to impact, producing more accurate ball flight and spin data for simulators—just like hitting off genuine turf.

Expanding into commercial markets—including golf courses, driving ranges, simulators, teaching facilities, and entertainment venues—FairwayPro connects the tactile authenticity of outdoor golf with the precision of digital training systems.

Integrating FairwayPro into your routine puts you at the cutting edge of golf innovation. It combines the data-driven intelligence of simulators with the real-world feedback only natural turf—or FairwayPro—can deliver.

Reserve Your FairwayPro Today

Place your order now through our online store—no credit card required. We'll notify you when your order is ready to ship and collect payment at that time.

FairwayPro is expanding beyond personal use, building on its success to serve golf courses, driving ranges, simulators, teaching facilities.

Rated 4.5 stars on Amazon and sold by leading retailers like Dick's Sporting Goods, Roger Dunn Golf, and golf outlets worldwide, FairwayPro quickly became a must-have training tool—until we sold out.

After successfully resolving a lengthy legal battle with our former manufacturer, AVIC—a Chinese state-owned company with a U.S. office that served as a front for illegal activities—FairwayPro is now back in business.

FUTURE →

4.5-star Amazon-rated golf product is now expanding into golf courses, driving ranges, simulators, and more. The FairwayPro platform is transitioning into a full golf e-commerce center for today's modern golfer.

← PRESENT



Elevate Your Game: Precision Training Meets the Right Gear.



FairwayPro Trusted Performance Seal

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GOLF EQUIPMENT, GEAR, AND APPAREL



GOLF SIMULATORS



DIVOT SIMULATORS



GOLF CLUBS



RANGEFINDERS



LAUNCH MONITORS

GAME-CHANGING DIGITAL GEAR



SIMULATORS →



LAUNCH MONITORS →



GPS WATCHES →



RANGEFINDERS →



VOICE CADDIE →



POCKET MONITORS →

Preparation is Everything

At FairwayPro, every product we offer is carefully vetted by our PGA Pro staff to ensure it meets the highest standards of performance, reliability, and game improvement potential. In a world where golf training is rapidly evolving, we're at the forefront—bringing you the most trusted digital tools, smart devices, and cutting-edge gear available.

Whether you're fine-tuning your swing, dialing in distances, or analyzing performance data, FairwayPro connects you with the technology and equipment that serious golfers rely on. Because excellence starts with preparation—and preparation starts here.

Elevate Your Game with Today's Top Digital Tools.

Discover the products designed to perform—and built to deliver results.



The Opening Highlights

FairwayPro delivers authentic turf impact and real game improvement.
And now a complete golf e-commerce ecosystem.



[CLICK VIDEO PAGE](#)



FairwayPro Trusted
Performance Seal



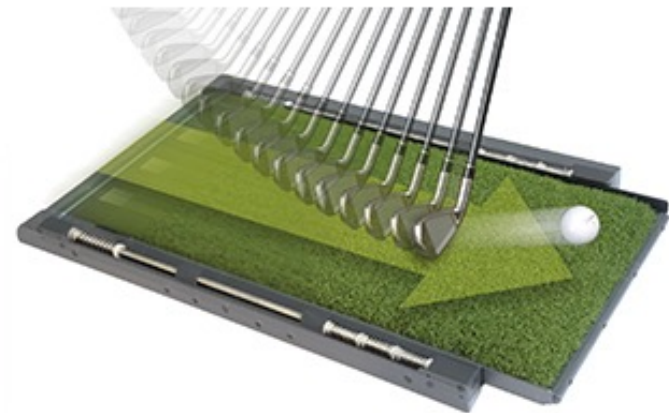
rated 4.5 stars

Problem & Opportunity

- Golf is a \$15.4B equipment market, forecast to top \$20B by 2030.
- Post-pandemic growth: 66M global golfers.
- Boom in at-home golf tech & experiential venues (Topgolf, simulators).
- Traditional mats don't replicate true turf — practice is less effective.
- Golfers aged 35+ hold 70% of spending power.

Our Solution

- FairwayPro Divot Simulator: First portable hitting mat that slides at impact — real turf feel, better mechanics, less joint stress. Consumer and New Commercial Versions
- E-commerce Platform: Curated premium golf gear, direct simulator sales, drop-ship model, and affiliate marketing.
- Peloton-style recurring economics.



Simulator Module
Common to All Versions



Commercial
Outdoor Version

Product Validation

- 4.5-star average rating on Amazon.
- Sold via Dick's Sporting Goods, Roger Dunn, TGW.com.
- Endorsed by PGA professionals, Troon Golf, NBC Sports.
- Engineered for 1 million+ strike cycles.



“Your FairwayPro, Ultimate Divot Simulator, was fantastic. I was able to do impact drills for the first time ever! ...

I believe once you hit off Jim McFarlin’s FairwayPro Divot Simulator, you will not want to hit off any other mat.”

— Ted Sheftic, GOLF Digest® TOP 100 Teaching Pro

Traction & Partnerships

- Two-way drop-ship deals with the largest global simulator reseller.
- One-way drop-ship deal with the second-largest simulator reseller.
- Live e-commerce demo portal: online.fairwaypro.com.
- Partnership with Troon Golf, the world's largest golf course management company.
- PGA approval to place FairwayPro Simulators in 50% of the testing stations at the PGA Merchandise Show equipment testing center.
- National broadcast demo during NBC Sports' coverage of the Accenture Match Play Tournament, endorsed by Jimmy Roberts.
- Expansion strategy supported by agency relationships reaching global golf brands, country clubs, and sports management firms.

Business Model

- Direct sales of Divot Simulator & partner simulators.
- E-commerce for curated golf equipment.
- Drop-ship & affiliate commission model (two-way).
- Expansion into training subscriptions (planned).

Scalable: No warehouse needed — minimal overhead.

Market Strategy

- Direct-to-golfer sales via online store and affiliate network
- Existing relationships with leading golf companies and major golf course management groups to access affluent golf consumers
- Strategic marketing to PGA pros, instructors, and simulator training facilities
- Expansion into commercial simulator markets (academies, entertainment venues, training centers)
- Leveraging broadcast demos, live tournament coverage, and pro endorsements for credibility
- Scalable digital-first e-commerce platform enabling global distribution and future product expansion

Financials & Use of Funds

Raising: \$600,000 Seed Round Equity

Offered: 30% Use of Funds:

- Tooling & manufacturing from existing engineered and prototyped CAD files.

Secured Investment Program

The investor will have a security lien to protect the investment and can increase their stake as the network and revenue grow. (Details: [FWPsummary.pdf](#))

Revenue Projection

FairwayPro projects over \$10 million in annual Divot Simulator product revenue, driven by demand from consumers, commercial customers, and simulator users. This revenue forms the base income that underpins overall success, ensuring a strong foundation for growth and investor returns.

The Team

- **Jim McFarlin** — Founder/CEO, veteran brand builder: SKECHERS, Johnny Rockets (built into global brands and IPO'd).
- **Margaret McFarlin** — Business Manager, MBA Finance
- **Brian Skena, PGA** — Official Ambassador & Golf Advisor
 - Category Manager at The Golf Channel (GolfNow)
 - Key industry connector and brand champion for FairwayPro
- Supported by experts in golf retail, digital marketing, and affiliate operations.

Roadmap & Milestones

- **2025:** Complete tooling, launch production, scale e-commerce & affiliates.
- **2026:** Ramp revenue with drop-ship partners, expand commercial divot simulator line sales.
- **2026:** Complete e-commerce website development program, expand divot simulator sales.
- **2027:** Integrate e-commerce website, expand divot simulator sales internationally.
- **2027:** Develop and market FWP simulator bundles and training subscriptions.

The Ask & Next Steps

Join us:

- Be part of a trusted golf brand with broadcast validation & proven tech.
- Tap into a booming market with a scalable, asset-light model.
- Clear path to growth & higher rounds.

Call to Action:

- Let's schedule 15 minutes to discuss how you can participate.

Contacts

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Current Website: <https://fairwaypro.com/>

E-Commerce Live Demo: online.fairwaypro.com

Investment Summary Download: [FWPsummary.pdf](#)

Brand Marketing Website: jamesmcfarlin.com/